



CORPORATE HEADQUARTERS

WINONA/Minneapolis

8200 Humboldt Ave. S., Minneapolis, MN 55431
612 881-5400

WINONA/Phoenix

1651 E. Morten Ave., Phoenix, AZ 85020
602 861-5861

WINONA/Dallas

5501 L.B.J. Freeway, Suite 500, Dallas, TX 75240
214 239-9178

February 17, 1984

Ms. Karen Eisen
PHILIP MORRIS U.S.A.
120 Park Avenue
New York, NY 10017

Dear Karen:

Please find enclosed a proposed tab plan for the topline data from the Sterling Tracking Study. Kindly review the tab plan and let Vi Lee know if any changes are necessary.

Your prompt attention in contacting Vi will greatly aid in meeting our deadline commitment to you and would be most appreciated.

Sincerely,

William E. Kendall
Executive Vice President
WINONA/Minneapolis

WEK:rms
enclosure

cc: Ms. Vi Lee (WINONA/Minneapolis)

Member
CASRO
The Council of American Survey Research Organizations

"As a CASRO member, we subscribe to the Code of Standards for Survey Research established by the Council of American Survey Research Organizations."

2045601722.A